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High performance. Delivered.

Interview Sigrid Stinnes Transcript

Why is Design Thinking relevant? [0:04-0:19]

In Design Thinking we are looking through the customer's lens and it enables us to do continuous iterations, to develop new products, services, business models or strategies, which are highly relevant for our clients.

What do you offer? [00:23-00:31]

We offer Design Thinking workshops and trainings and we also support our bigger projects with our Design Thinking approach.

What makes your team unique? [00:37-01:02]

Our Design Thinking coaches are industry experts, functional experts, deep in technology or in marketing and within this combination of Design Thinking, their expertise also using other tools like Lego Serious Play, strategic tools and for example Scrum, this combination makes us unique.

What's the key message? [01:07-1:22]

The key message is iteration and looking through the customer's lens, walking in their shoes, ideate on new services, prototype, test and then start from the beginning if this is not good.

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Interview Leonie Kiene Transcript

Design Thinking – just a buzz word? [0:04–2:33]

Design Thinking is definitely a buzz word but it's by far nothing new. Since we are moving from focusing on product design to service and software design we need to work like a designer in areas where design didn't play a major role in the past.

When we look at successful business models in the market we're talking a lot about usability, simplicity and experiences instead of things. Because these are the aspects which make companies like Uber or Airbnb so successful! And who is in the center of an experience? It's the user! So we need to shift our perspectives and having competitive pressure in the back, many companies are willing to change their perspective and to change their way of working.

So they see how important it is to invest time in focusing on the needs and pain points of the user in order to make money. They recognize how valuable a culture of failure is. We say "fail early and often" in Design Thinking. But it's not about failing in general. It's about allowing to make mistakes in order to improve things! So iterations are very important!

They experience how helpful it is to build prototypes – even if they are made out of Lego. Making ideas tangible enables you to test them properly in order to receive concrete feedback and in order to improve them accordingly.

The companies understand what major impact space and atmosphere has, when especially you want to come up with new solutions, innovative solutions. And by the way, I mean if you want to have the best experts who are able to come up with those ideas it's even more important to provide a good space and atmosphere because they can basically choose where they want to work, right? And finally the companies understand that success is often driven by collaboration and not hierarchy. So that means, Design Thinking is the way of working which combines all of these aspects and this is why Design Thinking is so popular but summarized: we are not following one method, we are living a different way of working and our clients are demanding it!

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Interview

Anna Krause

Transcript

Why is Design Thinking successful? [0:04–0:41]

It is really successful actually to work with teams with the Design Thinking approach because taking them out of their usual environment really helps them to be creative and therefore in the end they come up with very innovative solutions. So of course taking the different expertises from people being participants in the workshop or in a project is key but also things like space and time boxing bring in or create this atmosphere which is really important in order to get to good results very fast.

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Interview

Anna-Lena Hoecker

Transcript

What do you like about Design Thinking?

[0:04-0:19]

What I like about Design Thinking is that we solve business challenges and strategic questions with creative methods so we work within a strategic and analytical frame but we use designers methods to get to tangible results.